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## **NEWS RELEASE**

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**FOR IMMEDIATE RELEASE**

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### **BREAKTHROUGH MADE IN HANDLING OF EMOTIONAL TRAUMA BY LAYPEOPLE**

MISSION VIEJO, Calif.— Using physical first aid, a layperson can shorten healing time by preventing infection in a wound, help a drowning victim start breathing again, or keep blood circulating in a person with cardiac arrest until professional help restarts the heart. Until now, there have never been procedures developed for a layperson that could offer equivalent help for emotional loss or trauma. Now, those procedures are available in *The Emotional First Aid Manual*.

Emotional wounds can be cleansed by the use of compassionate communication. The desire to live can be rekindled by the discovery of self-destructive decisions made during times of loss. Emergency emotional aid can help a suicidal person survive long enough to receive life-saving professional help.

The key is in the simplicity of the techniques. By patterning emotional first aid exactly after its physical first aid counterpart, and by making the procedures simple enough for a layperson to learn, this manual can duplicate the success of physical first aid.

“This book makes it very easy to be of help,” said Will Foreman, PhD, former president of the International Association of Trauma Counselors. “Simply select the section from the manual that is most appropriate and follow the instructions.”

(more)

Hundreds of thousands of lives have been saved through the application of physical first aid. Innovations Press, the publisher of *The Emotional First Aid Manual*, believes similar statistics will result from the use of this manual.

Do professional health care experts agree? “I believe this book is the bible of emotional first aid; all meat and utterly indispensable to anyone who cares a whit about the well being of others,” said psychologist, Dr. Robert H. Moore.

Asked if there was a need for “lay” emergency help, psychiatrist Frank A. Gerbode, M.D. says the need is obvious. “Emotional first aid at the time of the trauma can be simple, yet lifesaving. What friends say to friends after a severe trauma can be helpful or harmful. A little training makes a big difference.”

For further information, go to <http://www.innovationspress.net/Media.html> for photos and FAQ with information about the book, author, and subject of emotional first aid.

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